

I CLAIM:

1. A towel holder, comprising

a frame, and

at least one resilient flap supported within the frame in opposition to a compression member, the flap being disposed substantially within the same plane as the compression point and there being a first spacing therebetween in a rest position,

whereby when a towel is inserted between the resilient flap and the compression member the flap flexes in the direction of insertion of the towel and compresses the towel against the compression member to trap the towel in the towel holder.

2. The towel holder of claim 1 wherein the compression member is a resilient flap, and when a towel is inserted between the resilient flaps both flaps flex in the direction of insertion of the towel and trap the towel in the towel holder.

3. The towel holder of claim 2 wherein the frame provides at least one exposed surface for the application of indicia.

4. The towel holder of claim 3 wherein two pairs of opposed flaps are created by providing a pair of substantially orthogonal slits through a resilient membrane.

5. The towel holder of claim 4 wherein the frame is composed of two frame halves and the resilient membrane is disposed between the frame halves.

6. The towel holder of claim 4 wherein the frame is formed as a single piece and resilient membrane is affixed to an opening in the frame.

7. The towel holder of claim 6 wherein a peripheral edge of the frame is thickened to provide a side face for the application of indicia.

8. A golf bag comprising the towel holder of claim 1.

9. A golf power cart comprising the towel holder of claim 1.

10. A golf pull cart comprising the towel holder of claim 1.